Battle of Neighbourhoods

A business study to select New York or Toronto as location

Background

Purpose: to choose either New York City or Toronto as business setting point in North America region.

Below are some points for consideration:

- Both Cities represents the financial capital of their countries and are diverse.

- In which area particularly where an Indian community is concentrated (Important to make the business viable while attracting other communities slowly) & not far away from city center

For making a well informed decision, comparison of the neighborhood characteristics in both cities were carried out to gain a better understanding on the Geographical advantages of different districts (neighborhoods) between this two cities.

Data Acquisition

Data Source below were selected:

- Wikipedia demographics data
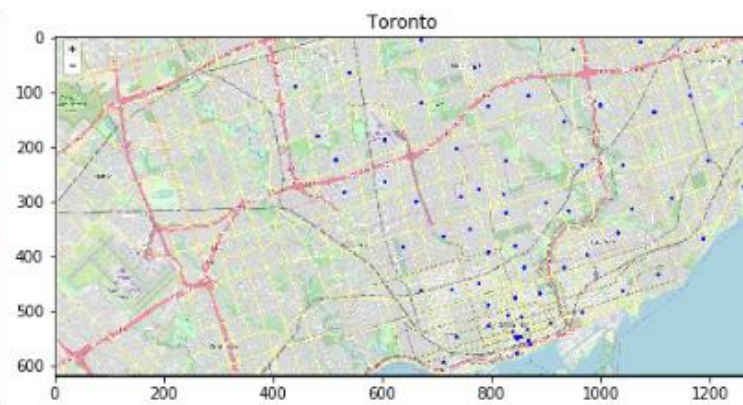- Foursquare location and common places data

Data was stored as 4 sets of source codes in Github and processed accordingly:

- Manhattan (New York)
- Queens (New York)
- Toronto city (Toronto)
- Scarborough (Toronto)

For each of the codes , 5 set of data analysis were performed:

- Web scrapping of neighborhood data and geolocations using Pandas library
- First visualization on the neighborhoods distribution using Folium library
- Obtain places data from Foursquare using API access
- Grouping of top common places
- Clustering the neighborhoods based on common places using K-means clustering
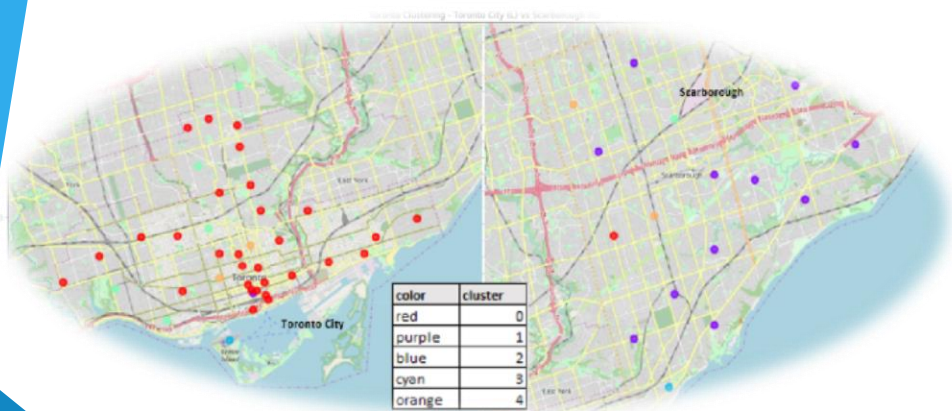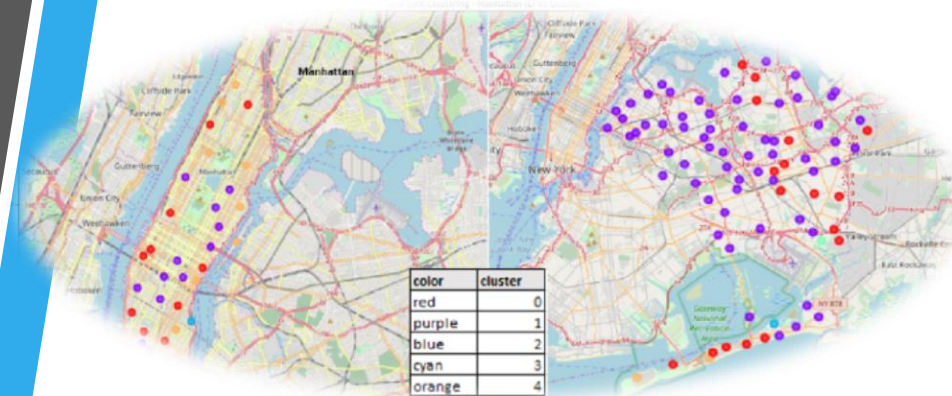
Results and discussion - 1

Map overview on the neighbourhood distribution between 2 cities
Density NY > Toronto

Popular places in each neighbourhood
-> Café, restaurants & pubs tops the list
Providing an outlook that F&B businesses are popular in the cities

Results and discussion - 2

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
21	Whitestone	Dance Studio	Deli / Bodega	Bubble Tea Shop	Candy Store	Women's Store	Field	Falafel Restaurant
29	Fresh Meadows	Bus Station	Chinese Restaurant	Pharmacy	Cosmetics Shop	Playground	Food Truck	Pizza Place
35	South Jamaica	Bus Station	Sandwich Place	Bakery	Grocery Store	Caribbean Restaurant	Vegetarian / Vegan Restaurant	Supermarket
36	St. Albans	Caribbean Restaurant	Deli / Bodega	Grocery Store	Dance Studio	Fried Chicken Joint	Fast Food Restaurant	Shopping Mall
39	Cambria Heights	Caribbean Restaurant	Cosmetics Shop	Gym / Fitness Center	Liquor Store	Lounge	Moving Target	Pharmacy
40	Rosedale	Bus Station	Deli / Bodega	Jewelry Store	Smoke Shop	Fried Chicken Joint	Supermarket	Caribbean Restaurant
49	Rockaway Beach	Beach	Ice Cream Shop	Bagel Shop	Seafood Restaurant	Food Truck	Arepa Restaurant	Latin American Restaurant
51	Murray Hill	Korean Restaurant	Bank	Bar	Coffee Shop	Supermarket	Breakfast Spot	Japanese Restaurant

Neighbourhood	Latitude	Longitude	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
Malvern / Rouge	43.806686	-79.194353	Fast Food Restaurant	Vietnamese Restaurant	Coffee Shop	Gas Station	Gaming Cafe	Furniture / Home Store	Fried Chicken Joint
Rouge Hill / Port Union / Highland Creek	43.784535	-79.160497	History Museum	Bar	Vietnamese Restaurant	College Stadium	Gas Station	Gaming Cafe	Furniture / Home Store
Guildwood / Morningside / West Hill	43.763573	-79.188711	Bank	Rental Car Location	Breakfast Spot	Electronics Store	Intersection	Mexican Restaurant	Medical Center
Woburn	43.770992	-79.216917	Coffee Shop	Pharmacy	Korean Restaurant	Vietnamese Restaurant	Gaming Cafe	Furniture / Home Store	Fried Chicken Joint
Cedarbrae	43.773136	-79.239476	Hakka Restaurant	Caribbean Restaurant	Gas Station	Fried Chicken Joint	Lounge	Thai Restaurant	Bank
Scarborough Village	43.744734	-79.239476	Playground	Vietnamese Restaurant	Coffee Shop	Gas Station	Gaming Cafe	Furniture / Home Store	Fried Chicken Joint
Kennedy Park / Ionview / East Birchmount Park	43.727929	-79.262029	Coffee Shop	Hobby Shop	Discount Store	Department Store	Convenience Store	Chinese Restaurant	College Stadium

- Grouping of neighbourhoods in the cities (Manhattan vs Queens vs Toronto vs Scarborough)
- Ruling out Manhattan and Toronto as first choices as Indian restaurant not so popular.
- Few neighbourhoods from Queens / Scarborough shortlisted based on the amenities nearby

Conclusion

- The neighborhood studies of the cities are important, in order to narrow down the locations to start this business.
- Queens and Scarborough are two of the areas where the business would be more viable given the existing Indian population and the availability of such market.
- Below table summarizes the neighbourhood preferences:

Neighborhood	Queens	Scarborough
Preferred	St.Albans, Murray Hill	Malvern, Rouge
To avoid	Floral Park, Jamaica Estate	Dorset Park, Wexford Heights

Reason of preferred neighborhood:
- Near to other amenities such as supermarket/ shops/ public transport
- Other types of restaurant (Chinese, Korean) already set up proving that the place is viable for restaurant business

Reason to avoid neighborhood:
- Competition from other established Indian restaurants

Cost analysis:
- Scarborough is 17% cheaper than Queens with similar crime rates (0.1%)

So, the winner for this is Scarborough, Toronto and the neighborhood preferred is Malvern, Rouge

Thank You

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